

About Company

PEOPLE TREE Hospitals with its Flagship hospital, PEOPLE TREE Hospitals at Yeshwanthpur, soon became the preferred health care destination for all the localities and within a year of inception was awarded India's most promising and valuable hospital by Pharma Leaders 2014. Further, the hospital has been given the status of one of India's 25 Best Hospitals by CEO Insights 2018. The hospital also is certified by the National Accreditation Board of Hospitals [NABH] Safe I for its safe infection control practices and NABH certified Diagnostic Laboratory, consecutively each year from its inception.

Started Journey with Vmsoftsys from Jan 2020

Challenges

The way that people seek out hospitals, doctors, and various medical services has shifted significantly toward digital. As such, large hospitals such as People Tree must maintain a highly visible digital presence to reach patients and potential patients so they can find help in the digital channels they turn to first. To this end, People Tree engaged Digital Marketing to execute a sustained SEO campaign, including website updates and content, to help the hospital drive more quality traffic to its website properties.

The company was also struggling with the following problems:

- [Bad Website Architecture](#)
- [Technical Issues of the website wrt Page speed, mobile responsiveness, Page Loading Time, More 301 Pages, etc](#)
- [No growth in Organic Traffic](#)
- [Didn't know how their digital investments were translating to ROI](#)
- [Lack of an established online presence](#)

Our target was to increase their organic traffic and Revenue. The goal of our SEO Strategy was to boost the company's Online Presence on Google.

Solution

OnPage & Technical SEO Updates

Worked 1 year with the client's existing technical partner, the Development team (At present we are only having website maintenance since 2022) performed an in-depth troubleshooting audit of the PeopleTree website to identify and address technical SEO issues. This included improvements to site structure and page load speed, Creating Doctor Pages, Speciality Pages, resubmitting the XML sitemap, and addressing any duplicate page content to ensure effective page indexing and ranking by search engines.

Throughout the course of this engagement, Our SEO team maintained a regular cadence of 3-5 new monthly blog posts, each on a topic relevant to both medical professionals and the patients they serve. Internal linking between posts is updated after each new post is introduced, and any new images are optimized with keyword-rich alt text to increase potential search rankings. Through competitor backlink analysis and other discovery tactics, our team regularly pursued and secured backlinks from authoritative third-party sites.

Out Comes

As a result of our team's collaborative effort around SEO, content, and link building, People Tree Hospitals saw rather dramatic gains in a few key areas.

Organic page views for the hospital's contact us page increased 200%, leading to more inquiries from qualified prospective patients and other "leads" most likely to convert. In addition, organic visits to the landing page for the People Tree Hospitals increased by 20%, including a 60% increase in quality visits—again, quality traffic is more likely to inquire and book time at this Hospital.

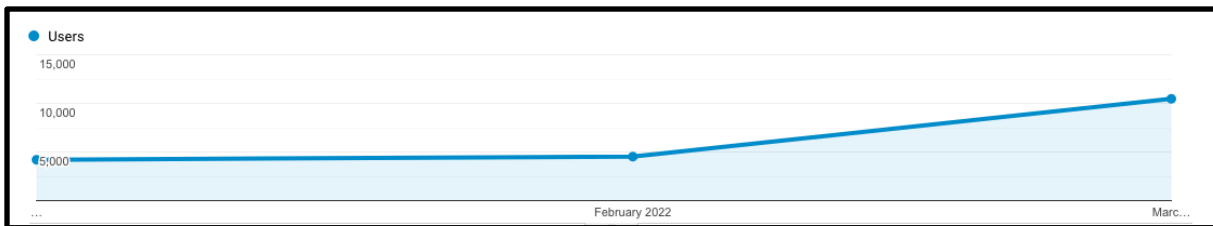
Key Points

- [Organic Leads increased](#)
- [Revenue from the website has increased from 8 lacks to 10 Lacks](#)
- [Online Visibility has drastically increased](#)
- [Competitive Keywords Ranked on Page 1](#)

In terms of search visibility within local markets, People Tree Hospitals expanded its website’s reach into new branches, including a 30% increase in visitors T- Dasarahalli, People Tree Marga, and Hanumanthnagar.

Finally, our monthly cadence of informative, high-value, search-optimized blog posts led to a 10% increase in blog sessions and a 10% increase in pages per session on the blog, indicating more organic reach and engagement for this content.

Analytical Overview (3 months of User Data - Organic)



Top 10 Competitive Keywords Ranking on Page1

Keywords	Page
Accidents & Trauma Care center in Yeshwanthpur	1
Laparoscopy Centre in Bangalore	1
Mind Care Hospital in Bangalore	1
Best Critical Care Services in yeshwanthpur	1
Critical Care Hospital in Yeshwanthpur	1

Best Audiology Hospital in Bangalore	1
Best Head & Neck Surgeon in Bangalore	1
Emergency and Trauma Care Hospital Bangalore	1
Fetal Care Center Bangalore	1
Gastrointestinal Illness Treatment in Bangalore	1
Trauma & Emergency Care Centre Bangalore	1
Acute Kidney Failure Treatment in Bangalore	1